

SAY

- I start on management college but I realize that was not even close what I wanted to, so I change to an advertising college seeking something that I would like more and more connected what I wish on the past.
- I never had 100% of sure that I want to study advertising.
- I had a dream of study in FGV (one of the best colleges in Brazil) but I could not enter and that frustrated me at the time.
- In the second year of advertising college, I needed to work so I start to look for jobs on agencies.
- I was not looking for nothing specifics, so whatever came up in agencies, I would probably accept.
- Got luck that was a big and well-known agency.
- It has been 7 years that I'm working in the same company that I began.
- The interview for internship was that much traditional way. Like group dynamics, trick questions, etc.
- I never thought if I was prepared or not, I just went there and did what they ask. But I think I was.
- College studying didn't make difference in my work field.
- The college didn't prepare me to work. They just teach me the theory, but the things I really do, I only learned doing. (I don't know if all the other courses are like this, but in advertising, you learn almost everything just after you started to work)
- About experiences and expertise, I think that university brought me nothing to my work, except the fact of be studying and that's to be a minimum requirement on job interviews.
- I always been capricious and perfectionist, so I like the things well presented.
- In agencies you need skills like smartness and astuteness to know how to handle problems and deal with different stakes at the same time. Or things like proactivity, conciseness, resourcefulness, that are not well exercised on college.
- People say that I'm a good resolver. I solve things. I'm organized and I go after things. I don't like to have pendencies on my to-do list.
- That's what I look for when I'm the one who is hiring. This and those skills that I told you.
- A lot of young people who are just finishing college don't have a clue of what's waiting for them and how they will need everything about the profession again.
- Experience, expertise and skills counts more then academics in my area.
- When I go to an interview I try to show those skills that I learned working and didn't learn on college. Specially because in advertising, the academics doesn't count so much as in another professions.
- I'm still not happy with what I do. I wish someday could find something that will complete me and make me wanna do that for life.
- I like to do handicraft work. And I think someday I will find some work that I like doing something connected to that. Don't know yet. Maybe connected with fashion or needlework.

THINK

- I'm a little shy.
- I'm very good in what do
- I could do much more if I did something that I love.
- I don't love what I do.
- I want to start over and find/do something that makes me happy.
- I don't know exactly what I want to do, but I want this so much!
- I wish to do more courses of things not related to what I do today. From design thinking to Italian or How to make Gelato's in Rome.
- I don't like to depend on others or on things that I can't control.
- I always thought so much in how please others. I think my time is coming.
- I'm kind of afraid to not find something else to do.

FEEL

- She felt confident talking about what she does and her skills.
- She felt happy about new ways that life could take.
- She also felt happy about new courses that she wanted to do.
- She felt proud of what she achieved on her career.
- She felt kind of afraid to don't now what she wants and never finds it.

STAKEHOLDER

DO

- Everyday think what I want to do.
- Even don't liking the job, I do the best I can on it.
- Try to solve problems as soon as they appear.
- I'm good at presentations.
- Look confident in what I do and what I speak.

Problem statement

Stakeholder

The smart, talented, skilled, experienced and highly qualified young woman, who is graduated on advertising and has a management position in a well-known agency

(describe person using empathetic language)

NEEDS A WAY TO

Need

to find herself a new occupation where she can be happier and learn how to start over and acquire news skills to do so

(needs are VERBS)

BECAUSE

Insight

the school process that she had when she was starting her academic life (her and all the other brazilian students) didn't help her to choice a career that would make her satisfied and happy, or/and don't prepare properly students to become professionals.

! Insights

- She is very smart and determined.
- She seems needing to increase her courage about trying something new.
- Skills that you acquire outside of university are a big plus on finding jobs. Sometimes or in some areas, count more than what you learn on college.
- Despite being good at what she does, she seems don't want to do for the rest of her life. Being good ≠ being happy.